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83 New Products and Services

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Cool Stuff From CT Demo/Expo!

CT Demo/Expo Fall '98 Was A Smashing Success.
Here are the Most Exciting Products We Saw at the Show.

Teleconnect Best of Show Picks

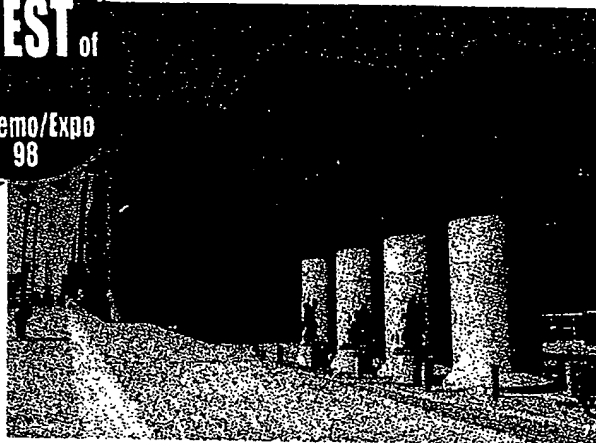
by John Jainschigg

No rest for the weary. CT Demo Fall — formerly held in Orlando, Florida — used to be an opportunity to jet down to Disney World and spend a few quiet days having face-to-face meetings with a small group of handpicked companies. Now, Demo has moved to New York's Javits Center and combined with a full-blown, East Coast counterpart to CT Expo, LA. Result: 10,000 attendees, more than 300 exhibitors, and lots more new product introductions.

For three days, the staff of *Teleconnect* haunted the show floor, watching demos, going hands-on with new stuff, and trying to decide which products would be first in line to capture reader attention. Choosing was very difficult: the computer telephony industry is in a period of great creativity; and one of the most exciting trends is towards "productization." CT products that — only a few years ago — were being distributed at the OEM level, as "boards and software," or as "building manifested themselves as practical, affordable, manageable turnkey items. The result is that *Teleconnect* — with our roots in conventional voice telephony infrastructure — is finding CT Expo an increasingly rich source of product news.

Hereunder, our Best of Show picks: the "leading edge" of the most important products shown at CT Demo/Expo Fall 98. In upcoming issues, we'll cover more products from the Show, and pick more winners. If we write fast, we may be finished by the time CT Expo LA rolls around, in March 99

the **BEST** of
CT Demo/Expo
98



MICROLOG'S UNIQUE AGENT

Microlog Corporation (Germantown, MD — 301-428-9100) has a nice customer relations/call center app called uniQue, which uses CTI and Web technology to build custom apps for call center agents to better interact with and help Web surfers who've come to their site. Microlog swears it's easy to build these apps which run on the uniQue Agent Server. The agent, for his part, uses a Java-enabled Web browser (thin client) to interface with the uniQue Agent Server and communicate with customers contacting the call center via the Web. No other desktop software is necessary.

For example say a Web surfer gets lost on your site, and finally clicks a call button on one of your Web pages when he decides he needs help. His Web call can be in a queue for the next available agent, like a regular phone call (or be tagged and given priority, depending on how you set up your